



3506 Cedar Springs
Dallas, Texas 75219
(214) 522-5112

May 27, 2008

Mr. Kevin J. Martin
Chairman, Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:


I am writing to inform you of the long-standing professional relationship I have had with CBS Radio in Dallas and the great benefit that has meant to the nonprofit community in our area.

For the past 10 years I was Executive Director of Operation Kindness, the oldest and largest no-kill animal shelter in North Texas. I am also the co-founder and current Vice President of another local nonprofit animal welfare organization, Paws in the City, and a member of the Animal Shelter Commission for the City of Dallas.

During these years, I have had the honor of appearing as a guest numerous times on Lauri Dodd's public affairs program on KJJK-FM. Each time I've been on the show, Ms. Dodd has proved to be an informed and prepared host who has done her research. This program on KJJK-FM has offered me and countless other representatives of nonprofit organizations the opportunity to enlighten the audience about animal-welfare issues and responsible pet ownership. In addition, KJJK has been a sponsor of several fund-raising and awareness events with which I've been involved. This has provided us valuable promotion time, which is a tremendous benefit to those of us on limited nonprofit budgets, and I'm very grateful for their generous support.

I'm proud to say that KJJK has been an invaluable community partner and a wonderful resource for the nonprofit community over many years.

Sincerely,


Lonnie England
Vice President



May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554
Re: KJKK, 100.3 Jack FM

Mr. Martin

This letter is in reference to KJKK, 100.3 Jack FM in Dallas/Fort Worth and their support of the American Heart Association.

KJKK, 100.3 Jack FM has given us tremendous support over the last year with the initiatives that we have in Dallas/Fort Worth. KJKK, 100.3 Jack FM has supported us via public service announcements, website announcements and their email blasts. KJKK, 100.3 Jack FM has made a commitment to be our partner in onsite events as well. They have supported our Go Red For Women and Start! Heart Walk campaigns in both the Dallas and Fort Worth markets. The American Heart Association classifies these as two separate markets/events. They have supported the Fort Worth Heart and Soul Gala. They have also made the commitment to help promote Power to End Stroke and the Alliance for a Healthier Generation.

The commitment and resources that KJKK, 100.3 Jack FM provides to the American Heart Association is invaluable. They continue to be one of our best and most reliable media partnerships in the market place. We value and appreciate their support in the fight against Heart Disease!

Please let me know if you need any additional information.

Sincerely,

Tammy McKinney
Senior Marketing Director
American Heart Association
South Central Affiliate
2630 West Freeway, Ste. 250
Ft. Worth, TX 76102
817-698-5452 (direct)
817-698-5401 (fax)
tammy.mckinney@heart.org



Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

I am the Fundraising Chair for a 501©(3) animal rescue organization called Paws In The City in Dallas Texas.

Paws In The City is very grateful to KJJK, 100.3 JACK FM. For many years now, this radio station has been so helpful to us by providing extensive publicity for our fundraising events. They have donated enormous amounts of airtime commercials in order to promote our large scale fundraising events and galas, have posted the events on their website, and sent out emails to their database.

They have also attended and promoted our off-site adoption events where we try to find homes for abandoned dogs and cats. They have attended these weekend events giving us more exposure and added publicity.

KJJK, 100.3 JACK FM really cares about the community and is helping to make Dallas a better place with their civic contributions to organizations like Paws in the City.

We truly appreciate their support and look forward to working with them in the future!

Sincerely,

Becky Haisma
Fundraising Chair
Paws In the City
214 336 8847
becky@pawsinthecity.org



RICHARDSON
REGIONAL
MEDICAL CENTER

May 22, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

Richardson Regional Medical Center, a non-profit hospital, recently hosted the fifth annual WildRide Against Cancer with the support of **KJKK, 100.3 Jack FM**. This bike rally attracts cyclists from all across North Texas and raises more than \$100,000 each year for our cancer center. Jack FM helped publicize the event by creating a public service announcement that aired over the course of several weeks. They also promoted the event on the Jack FM website. Through this promotional effort, the WildRide had a huge increase in participation this year. In fact, registrations increased by 50 percent!

Jack FM also showed its support by volunteering to be on-site the day of the event. The Jack FM Street Team handed out giveaways and greeted the riders. The Street Team was energetic and friendly, and truly added to the fun and festive atmosphere of the bike rally. Leading up to the big day, the Jack FM Marketing Department was also extremely helpful in developing the PSA's and planning for the event.

Jack FM makes a big difference in the community by supporting various charities and events, and we are grateful for their incredible support. The Jack FM staff showed that they cared about our cause and were dedicated to doing whatever they could to make our fundraiser a success. We look forward to inviting them to be our partner again next year.

Sincerely,

Jennifer Baylis
Public Relations Coordinator



Providing stability for young children during their time of crisis – one hug, one encouraging word, one day at a time.

May 22, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

My name is Doug Hood, and I am the Development & Communications Director for Jonathan's Place. We are an Emergency Shelter and a Foster & Adoptive Family Program in Dallas, Texas caring for children that have been removed from their homes due to abuse and neglect. During the month of May, we have been working with KJKK-FM, 100.3 JACK FM on a promotion to raise money for the expansion of our campus.

Marci Parrish and the crew from KJKK-FM, 100.3 JACK FM have been great with their support of our organization and of this promotion. They all worked hard to help secure a title sponsor for the event, as well as donation locations throughout the Dallas-Ft. Worth metroplex. They are an amazing group to work with, and without their dedication Cash for Kids might not have happened and most likely would not have been successful.

I can't say enough about the support KJKK has shown to our organization and to the hundreds of abused and neglected children that will call Jonathan's Place home this year. Our children will definitely have a much brighter future thanks to the wonderful people at KJKK. I am grateful I had the opportunity to work with them, and I look forward to getting to work with them again in the future.

Sincerely,

Doug Hood
Development & Communications Director

MARINE CORPS RESERVE



From: D/FW Toys for Tots Coordinator Maj Amy Raines
1068 Boyington Dr
NAS JRB Ft Worth, TX 76127

To: Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Subj: LETTER OF APPRECIATION FOR KJKK 100.3 JACK FM

Dear Mr. Martin:

D/FW Toys For Tots is very grateful to KJKK, 100.3 JACK FM. For three years now, this station has been the radio partner for the Marine Corps Reserve Toys for Tots program, promoting Toys for Tots throughout the 14 county area that our campaign covers. Each year, KJKK has donated airtime, promotion crew time, website info, emails to their database, etc to help get new unwrapped toys from the Dallas Fort Worth community into the hands of children that need them.

This tremendous effort from KJKK has contributed greatly to help the Marine Corps Reserve Toys for Tots program collect nearly 300,000 toys to distribute to children throughout the D/FW Metroplex area.

We truly appreciate their support and look forward to working with them in the future!

Sincerely,

A handwritten signature in cursive script that reads 'Amy L Raines'.

Major Amy Raines, USMCR
D/FW Toys for Tots Coordinator



Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: KJJK, 100.3 Jack FM

Dear Mr. Martin,

I work in the Dallas metro area as a cycling coach and promoter, producing some of the largest cycling events within the market. All of our events have a beneficiary and with some of our events we change the beneficiary every year or two.

During the time that we have been working on events of this type, we have worked with a variety of sponsors within the media. Most often they over-promise and under-deliver, but that has never been the case with the crew at KJJK, 100.3 Jack FM.

One of their staff members, a new cyclist, stopped by and visited with me after one of our rides. During that conversation, when they learned about Tour Dallas, they asked if they could join our team and support our efforts. They began running PSA's about Tour Dallas and our beneficiary. They posted info on their website and provided a link to our event website. They invited cyclists to join their team, with several of these invitations being provided live on the air.

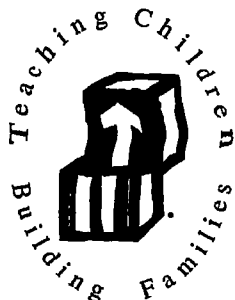
They also formed their own staff team, and provided staging, sound systems and announcers/MCs for the event. Our beneficiary, the Dallas Chapter of the Juvenile Diabetes Research Foundation, was very pleased to learn that the radio station had also been promoting them and inviting people to participate in other events that were being organized by JDRF.

Since our initial event, the staff at KJJK, 100.3 Jack FM has continued to support our efforts by getting involved in other events, both ours and events put on by other organizations. I consider them one of our strongest supporters as we work to build a healthier community.

Respectfully,

A handwritten signature in black ink, appearing to read 'Michael L. Keel', written in a cursive style.

Michael L. Keel
Aka Bikin' Mike



HEAD START of Greater Dallas, Inc.

May 29, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554-0005

Dear Chairman Martin:

I am writing on behalf of Head Start of Greater Dallas to inform you of the generous support that we have received from CBS Radio in Dallas over the years.

Head Start works to provide children with the solid foundation of skills and knowledge they need to be successful in school and life and to foster self-reliant families and communities. We are very appreciative that KJKK-FM has partnered with us in our efforts for many years to help us achieve our mission. Each time Ms. Lauri Dodd has interviewed someone from our organization for her public affairs program, we have received an outpouring of response in the way of funding and volunteerism. In a time of decreasing budgets and increasing financial constraints on the nonprofit community, the help has been invaluable.

The ample airtime KJKK-FM has given us has allowed us to promote our many events and services in a way we would not have been able to otherwise. In addition to helping us acquire much needed donations of time and money, the station has assisted us in getting the word out to countless families in need of our help. CBS Radio is an asset to our community, and we are very grateful for the service that it provides. Thank you for your time.

Sincerely,

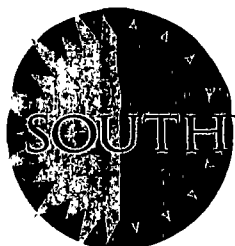
Wanda J. Smith
Chief Executive Officer

WJS:slk

cc: Ms. Lauri Dodd
News/Public Affairs Director
KLLI-FM/KJKK-FM, Dallas
ldodd@cbs.com

SK\ExtAff\RadioKJKK-FM CBS

■ 3954 Gannon Lane ■
■ Dallas, Texas 75237-2919 ■
■ (972) 283-6400 – Fax (972) 296-6114 ■
■ www.hsgd.org ■



SOUTHWEST TRANSPLANT ALLIANCE

A NONPROFIT CORPORATION

3710 Rawlins ■ Suite 1100 ■ Dallas, Texas 75219 ■ 214-522-0255 TEL ■ 214-522-0430 FAX

May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

My name is Pam Silvestri and I work with one of the nation's organ donation agencies, Southwest Transplant Alliance. It is a tremendous privilege for me to write to you about KJKK-FM in Dallas and the great work that both the station and News and Public Affairs Director Lauri Dodd do to support local cause-related groups.

Ms. Dodd and I have worked together for years, producing interviews regarding organ and tissue donation. She does remarkable research prior to our interviews and always produces a show that is informative and interesting.

While there are dozens of intricate details that go into the increasing of organ donation rates in any particular area, one of those details is certainly public education, and KJKK has been a consistent and caring partner in sharing factual information about organ donation with its audience. Over the years that we've worked with KJKK, Southwest Transplant Alliance has dramatically increased organ donation in its service area, and we can be sure that at least some part of that increase is thanks to KJKK and its public service program.

It is my hope that KJKK and its staff know how much we appreciate the important work they do, and that the Federal Communications Commission knows that KJKK fulfills this important part of its mission.

Please feel free to contact me at any time with questions about KJKK-FM and its commitment to public service.

Sincerely,

Pam Silvestri
Public Affairs Director

Visit us on the web at www.organ.org

Shaw Clifton
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Texas Divisional Commander

Major C. Mark Brown
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DOING THE
MOST GOOD™



May 29, 2008

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Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

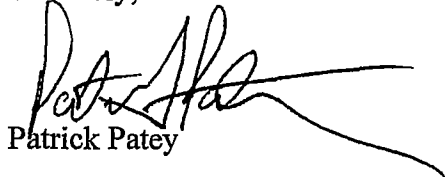
My name is Patrick Patey, and I have worked for the Salvation Army in Dallas, Texas for nine years. I am writing to inform you of the tremendous relationship we have had over the years with CBS Radio in Dallas. Many of their stations have been supportive in airing information about our organization to raise awareness, generate donations, and let people with needs know that help is available. During the Hurricane Katrina relief effort, CBS radio named The Salvation Army as the charity beneficiary of three concerts they conducted here in the Dallas-Fort Worth area.

KJJK-FM has helped us in our mission by providing sponsorships and valuable airtime that allows us to generously promote our community-wide projects and causes. Without a doubt the mass media is the most effective way to reach the most people to let them know how they can help or be helped. Without their assistance, we would not be able to reach nearly as many people who may need our services, or tap into the resources of those who can donate their time and money to help further The Salvation Army's work in the community.

We are very appreciative of the station's efforts in helping us achieve our goals. Their Public Affairs Director, Lauri Dodd, has interviewed representatives from our organization many times over the years. Ms. Dodd always focuses on issues that are important to the community, which are relevant to both potential recipients of our services as well as to current and future contributors.

We are forever grateful for the work they do to help our cause -- and I should say *causes* because we provide more than 40 different services here in the Dallas-Fort Worth area. I think it is important that the Federal Communications Commission knows of KJJK-FM's commitment to helping the nonprofit community. Thank you for your time.

Sincerely,


Patrick Patey



May 27, 2008

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Mr. Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin,

Thank you for your continued support of Speedway Children's Charities, the official charity of Texas Motor Speedway. Your support of our mission has enabled us to continue providing funding in the form of grants to over 195 children's non-profit organizations in Dallas, Denton, Collin and Tarrant counties.

We sincerely appreciate all that you do from sending promotions teams to Texas Motor Speedway for Laps for Charity to organizing fundraising/awareness events. Both the Daytona and Indy 500 Watching Parties have been wonderful!

Speedway Children's Charities was founded in 1984 by Bruton Smith, CEO of Speedway Motorsports, Inc. SCC has grown from the original chapter located in Charlotte, North Carolina to a national organization with eight chapters.

From providing medical and dental care for low-income children to camps for special need children, our priority is to improve the quality of life for children with medical challenges.

Thank you for choosing Speedway Children's Charities as an organization worthy of your contribution. I truly look forward to working with your team!

Best,

Wendy L. Odenbach
Director
SCC-Texas Chapter

March of Dimes Foundation

Dallas Divison

Texas Chapter
12660 Coit Rd, Suite 200
Dallas, Texas 75251
Telephone (972) 669-3463
Fax (972) 669-1117

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: KLLI, Live 105.3

May 29, 2008

Dear Chairman Martin,

Being a non-profit organization, March of Dimes has a strict policy – we will not spend money on advertising – we rely solely on the generosity of our media partners to publicize our events and to educate the general public on our mission. KLLI, Live 105.3 has been instrumental in doing just that.

KLLI, Live 105.3 has been a media sponsor for our signature fundraiser, March for Babies the several years. Not only do they air our PSAs but they continually go above and beyond by doing the following:

- Sending promotional crews to March for Babies: these promotional crews add a level of “hoopla” and credibility to the event. Our participants expect to see our media partners at March for Babies.
- Posting the March of Dimes logo, along with a link to our fundraising page on KLLI, Live 105.3’s website (www.live1053.com) for a period of four weeks.

We are extremely grateful to KLLI, Live 105.3 for their dedication to the community and to our organization. We rely on them to help make all our events successful. We thank them for their service to March of Dimes and to the community at large.

Sincerely,



Johanna Buck
Communications Coordinator
March of Dimes, Texas Chapter

march  of dimes®

.....



Providing stability for young children during their time of crisis – one hug, one encouraging word, one day at a time.

May 22, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

My name is Doug Hood, and I am the Development & Communications Director for Jonathan's Place. We are an Emergency Shelter and a Foster & Adoptive Family Program in Dallas, Texas caring for children that have been removed from their homes due to abuse and neglect. During the month of May, we have been working with KLLI-FM, Live 105.3 on a promotion to raise money for the expansion of our campus.

Vanessa Thill and everybody at Live 105.3 have been amazing to work with. They were all very enthusiastic about supporting our organization and very energetic in arranging their part of the partnership. They worked hard to help secure a title sponsor and donation locations throughout the Dallas-Ft. Worth metroplex. I know that without their dedication, Cash for Kids would not have been successful, and it probably would not have actually occurred.

I can't say enough about the support KLLI has shown to our organization and to the hundreds of abused and neglected children we care for each year. Our children will definitely have a much brighter future thanks to the wonderful people at KLLI. I am grateful I had the opportunity to work with them, and I look forward to getting to work with them again in the future.

Sincerely,

A handwritten signature in black ink that reads "Doug Hood". The signature is written in a cursive, flowing style.

Doug Hood
Development & Communications Director



MILLER BREWING CO

SINCE 1855

MILWAUKEE, WIS. USA

May 25, 2008

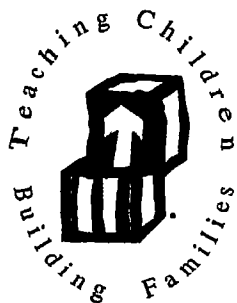
Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Chairman Martin,

I am writing to recognize the on-going support of KLLI-FM and CBS Radio in Dallas for our annual Toys for Tots campaign. Each year Live 105.3 helps Miller Brewing Company raise awareness for this important community event through generous on-air support in the form of Public Service Announcements and volunteer services at our toy drive locations. Our efforts to collect toys each holiday season for needy children throughout the Dallas/Ft. Worth area are greatly enhanced by the contributions of CBS Radio and its employees. We truly value their partnership and support.

Sincerely,

Marcela Fajardo
DFW Marketing Manager
Miller Brewing Company



HEAD START of Greater Dallas, Inc.

May 29, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554-0005

Dear Chairman Martin:

I am writing on behalf of Head Start of Greater Dallas to inform you of the generous support that we have received from CBS Radio in Dallas over the years.

Head Start works to provide children with the solid foundation of skills and knowledge they need to be successful in school and life and to foster self-reliant families and communities. We are very appreciative that KLLI-FM has partnered with us in our efforts for many years to help us achieve our mission. Each time Ms. Lauri Dodd has interviewed someone from our organization for her public affairs program, we have received an outpouring of response in the way of funding and volunteerism. In a time of decreasing budgets and increasing financial constraints on the nonprofit community, the help has been invaluable.

The ample airtime KLLI-FM has given us has allowed us to promote our many events and services in a way we would not have been able to otherwise. In addition to helping us acquire much needed donations of time and money, the station has assisted us in getting the word out to countless families in need of our help. CBS Radio is an asset to our community, and we are very grateful for the service that it provides. Thank you for your time.

Sincerely,

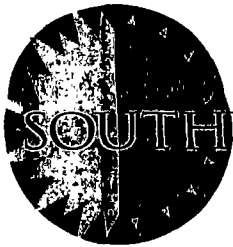
Wanda J. Smith
Chief Executive Officer

WJS:slk

cc: Ms. Lauri Dodd
News/Public Affairs Director
KLLI-FM/KJKK-FM, Dallas
ldodd@cbs.com

SK\ExtAff\RadioKLLJ-FM CBS

■ 3954 Gannon Lane ■
■ Dallas, Texas 75237-2919 ■
■ (972) 283-6400 – Fax (972) 296-6114 ■
■ www.hsgd.org ■



SOUTHWEST TRANSPLANT ALLIANCE

A NONPROFIT CORPORATION

3710 Rawlins ■ Suite 1100 ■ Dallas, Texas 75219 ■ 214-522-0255 TEL ■ 214-522-0430 FAX

May 28, 2008

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It is my hope that KLLI and its staff know how much we appreciate the important work they do, and that the Federal Communications Commission knows that KLLI fulfills this important part of its mission.

Please feel free to contact me at any time with questions about KLLI-FM and its commitment to public service.

Sincerely,

Pam Silvestri
Public Affairs Director

Visit us on the web at www.organ.org

Shaw Clifton
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Texas Divisional Commander

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May 29, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin,

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Sincerely,

Patrick Patey



3506 Cedar Springs
Dallas, Texas 75219
(214) 522-5112

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445 12th Street, SW
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I am writing to inform you of the long-standing professional relationship I have had with CBS Radio in Dallas and the great benefit that has meant to the nonprofit community in our area.

For the past 10 years I was Executive Director of Operation Kindness, the oldest and largest no-kill animal shelter in North Texas. I am also the co-founder and current Vice President of another local nonprofit animal welfare organization, Paws in the City, and a member of the Animal Shelter Commission for the City of Dallas.

Over the years I have been a guest countless times on Lauri Dodd's public affairs program on KLLI-FM, and each appearance has provided a great service to the community and to the nonprofit organizations I represent. Ms. Dodd is a knowledgeable and informed host, and thanks to her program, we have been able to not only promote the activities of these nonprofit organizations but also inform and enlighten Dallas-Fort Worth radio listeners about responsible pet care, local ordinances and state laws, how to recognize and report animal cruelty, where to adopt a loving companion and how pets enrich our lives. Any time we have had an event, KLLI has been willing and ready to help out, either as a sponsor or by providing valuable promotion time, which means a great deal to those of us with extremely limited nonprofit budgets. I am very grateful for their generous support.

KLLI has been an invaluable community partner, on whose help the nonprofit community has come to rely over the years. The station and its staff contribute greatly to the quality of life in Dallas-Fort Worth.

Thank you very much for your time.

Sincerely,

Jonnie England
Vice President

CookChildren's

May 30, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

As summer approaches, I'm reflecting on some of my favorite warm weather activities. One of these is definitely Madeline's Birthday Celebration, which celebrates Jody Dean's beautiful daughter as well as all of the patients here at Cook Children's Medical Center. This has been such a wonderful event! I know Jody holds Cook in a special place in his heart, and this is evident in the enthusiasm with which he (and all of the KLUV staff) support this activity.

For the past two years, this event has generated hundreds of donated toys for the patients and families hospitalized with both acute and chronic, often life-threatening, illnesses. These toys, along with the accompanying love, prayer and well wishes, are great medicine! They help the children heal spiritually and emotionally as the medical team works to heal them physically. The toys and other gifts have been used in the following ways:

- In the playrooms, to help ensure that children continue to grow and develop in spite of their time in the hospital
- In the classroom, to help children stay on track with their education while they receive necessary medical care
- In celebration as the staff help children recognize important milestones in their lives: birthdays, "going home" parties for children who have been hospitalized for at least a month, or successful completion of medical procedures which are often new and scary for the children

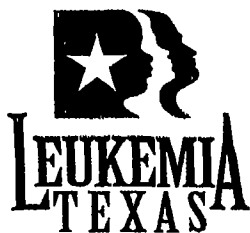
Community partners like KLUV help do those "extra" things that recognize and value the lives of the children. KLUV helps us celebrate the life of each and every infant, child, teen and young adult facing unique medical challenges. These gifts, both the toys and the time of the wonderful staff, are appreciated.

Sincerely,



Kathryn "Kat" Davitt MOT, CCLS, OTR
Community Program Manager
Child Life Department
Cook Children's Medical Center

801 Seventh Avenue
Fort Worth, TX 76104-2796
682-885-4000
www.cookchildrens.org



LeukemiaTexas is dedicated to improving the lives of those with leukemia by funding research and patient aid in Texas.

A 501c3 nonprofit corporation

6060 North Central Expressway
Suite 416

Dallas, Texas 75206

T 214.265.7393

F 214.265.8577

www.LeukemiaTexas.org

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2008 SPECIAL EVENTS

LEUKEMIA TEXAS GOLF CLASSIC

Monday, September 8, 2008

THE BEATLEUKEMIA BALL

Saturday, November 1, 2008

May 22, 2008

Mr. Kevin J. Martin

Chairman

Federal Communications Commission

445 12th SW

Washington, DC 20554

Dear Mr. Martin:

Please allow me to share our deep appreciation for CBS radio/98.7 KLUV in Dallas, Texas for the exemplary pro bono services they have provided our organization and the community we serve.

As a 501c3 nonprofit corporation, LeukemiaTexas is dedicated to improving the lives of those fighting leukemia by funding research and patient aid in Texas. In order to fulfill our mission we rely on several annual fundraisers, the largest of which is The BeatLeukemia Ball.

Since 2005 CBS radio/98.7 KLUV has been the media sponsor of this event providing extensive pro bono radio coverage, including public service announcements, professionally produced spots and live, on-air announcer acknowledgements. We estimate the value of their donation during this period to be in excess of \$180,000. For 2008, CBS radio/98.7 KLUV has again generously committed to return as the media sponsor for The BeatLeukemia Ball.

CBS radio/98.7 KLUV has played a significant role in the growth and public awareness of The BeatLeukemia Ball. Since their involvement we have raised \$746,459 to fight this life-threatening blood cancer.

LeukemiaTexas, Dallas/Ft. Worth and leukemia patients throughout Texas are blessed to have the sustained commitment, support and friendship of such a wonderful organization. The cure begins with caring and CBS radio/98.7 KLUV cares!

Sincerely,

Stephen Young

Executive Director



**children's
cancer fund**

May 28, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

RE: KLUV-FM 98.7 radio

Dear Mr. Martin,

As Director of Operations for the Children's Cancer Fund of Dallas, I want to applaud the efforts of KLUV-FM 98.7 radio. This station has provided our small nonprofit organization with terrific publicity through the years.

KLUV-FM 98.7 has acted as the "Media Sponsor" for our annual "Beyond the Rainbow Fashion Show and Luncheon" from 2006 through this year. As Media Sponsor, KLUV gives us numerous "spots" in the months leading up to the event. The exposure has really helped Children's Cancer Fund in our ability to raise awareness of childhood cancer and to raise funds for pediatric cancer research. Because of KLUV's help, Children's Cancer Fund's signature event has grown each year, with some 1300 in attendance in 2008.

Children's Cancer Fund is a 501c-3 nonprofit organization, whose mission is to fund research and treatment programs in pediatric cancer both at Children's Medical Center and the University of Texas Southwestern Medical Center - Dallas. As we are a local organization and all of the money we raise stays within the Dallas area, we are truly appreciative of the support from local media, such as KLUV - FM.

The generosity of KLUV is vital to the ongoing success of Children's Cancer Fund.

Sincerely,

Jennifer Weir
Director of Operations

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SPECIAL CARE & CAREER SERVICES

Building Independence for children and adults with developmental disabilities

May 23, 2008

Mr. Peter Zolnowski
Program Director
98.7 KLUV
4131 North Central Expwy., Suite 1000
Dallas, TX 75204

Dear Peter:

On behalf of the Board of Trustees of Special Care & Career Services, we are extremely grateful for the long-term support of CBS Radio and Kurt Johnston, along with your team at 98.7 KLUV, since 2002 for *A Special Evening*, our largest annual benefit concert showcasing legendary artists, namely, Tony Bennett, Ray Charles, k.d. Lang, Tom Jones, Dobbie Brothers, Dionne Warwick, and Frankie Valli.

More than \$1 million was raised from these fundraisers that helped more than 5,000 children and adults with developmental disabilities or delays gain self-confidence and personal independence leading to their self-sufficiency. Babies and toddlers reached their developmental milestones through our Early Childhood Intervention Program. Adults with cognitive disabilities attained and have remained in meaningful employment through our Supported Employment Services Program.

We are especially grateful for the tremendous promotional in-kind support from 98.7 KLUV for our last three concert events in 2006, 2007 and 2008.

Peter, you, Kurt and Jody Dean are extraordinary partners! As a direct result of your monumental efforts in 2008, public tickets were sold-out, and ticket revenue increased by 14% over our previous sell-out record in 2005 with entertainer Tom Jones. We appreciate your flexibility and creativity in promotions, such as ticket pre-sell at parties for KLUV Club Members Only; numerous e-mail announcements to KLUV Club Members; event feature on the station's website; frequent PSAs; and Frankie Vallie interview broadcast; and much more! When we compared results from print ads and 98.7 KLUV's promotions, without fail, with each and every effort by the station, we saw significant spikes in our ticket sales.

We also appreciate Jody Dean of "The Morning Show." His talent as Master of Ceremonies for our 2007 and 2008 pre-concert activities was phenomenal. Each year, he kept a very tight program itinerary on track. His inspirational messages were catalysts for two standing ovations recognizing our clients' achievements. He also raised more than \$11,000 for our agency as auctioneer for our single item live auctions.

Peter, please accept our heartfelt gratitude for your personal leadership, as well as our partnership with CBS Radio and 98.7 KLUV over the years. Your generosity is unmatched among our family of supporters.

With greatest respect and sincerity,


Cathy Packard
Executive Director


Affiliate

United Way • Texas Early Childhood Intervention



May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

I am sending this correspondence to inform you of the extraordinary community service efforts of CBS Radio in Dallas. The Tom Landry Classic is a high school football event that awards scholarships to teens based on their community service efforts, their academic excellence, and their leadership abilities. To date, we have awarded \$350,000 in college scholarship assistance. In order to do this, we must have large attendance numbers at the event.

Each year, 98.7 KLUV goes out of their way to assist us in promoting the Tom Landry Classic in the Dallas-Fort Worth Metroplex. They do this via their web site and with live interviews on their morning drive-time show. Because they do not receive anything in return, we see this as a rare act of goodness that is not typically exhibited in the broadcast industry. We absolutely attribute our healthy attendance statistics to the assistance we receive from KLUV.

We have been doing business in Dallas since the early 1980's, and say without hesitation that KLUV and their CBS Radio family consistently sets the industry standard for class and commitment to their listening community. We could not give a more positive reflection on anyone we deal with. Radio and television stations have a tremendous amount of power to influence the masses. Some use this power in ways that are hard to understand and justify, while others like KLUV use it to make their community a better place. We're glad KLUV is in Dallas-Fort Worth!

Sincerely,

A handwritten signature in dark ink, appearing to read 'Kris Cumnock', is written over the word 'Sincerely,'.

Kris Cumnock
Vice President – Creative Services
PPI Marketing
15601 Dallas Parkway, Suite 100
Addison, Texas 75001



May 30, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

I am writing to you on behalf of KMKV, 107.5 FM located here in Dallas, Texas. Thanks to KMKV we have had the tremendous opportunity to bring awareness to the Dallas Community regarding HIV/AIDS. Their continued support of AIDS Arms LifeWalk, the annual AIDS Walk of Dallas, has helped us to raise over 7 million dollars in the fight against AIDS.

KMKV has donated over \$130,000. in advertising and support to LifeWalk. This support has included on-air PSAs, website support and on-site support at pre-LifeWalk events throughout the metroplex area. KMKV has also distributed our brochures and posters at their own events. They have greatly extended our reach into the metroplex area.

AIDS Arms believes the HIV/AIDS epidemic can be stopped. We do make a positive difference in the lives of thousands the epidemic has already touched, as well as preventing the infection of others. We also know we cannot accomplish our mission alone. It is imperative we always look for opportunities to work with others in creative ways. KMKV's LifeWalk Sponsorship provides us another vital avenue of securing needed unrestricted funding. Our partnership with KMKV continues to help us in the fight against AIDS.

Kindest regards,

Margaret Byrne
Director of Resource Development



...adding tomorrows every day.

Kevin J. Martin
Chairman of the FCC
CBS RADIO
1515 Broadway
New York, NY 10036

Dear Kevin,

We sincerely thank CBS Radio and Movin 107.5 for their support of Collin County Great Strides walk, which took place on May 17, 2008. This year, our walk attracted nearly 300 walkers and raised \$90,000 (preliminary number) for CF research.

We especially would like to commend Mikel Ray, Eric Landrum, and the Movin 107.5 team that came out to DJ at our walk. Their dedication and enthusiasm was unsurpassed, as they worked hard to ensure that every walker at our event had a good time. Not only did they provide music and games, but they engaged with the walkers on a personal level by talking with them and their mission to support the Cystic Fibrosis Foundation. Our walkers were also more than pleased to see the pictures of our event posted on the Movin 107.5 website.

Please know that your support will be of great assistance in buying time and giving hope to many young CF patients and their families. The CF-dedicated research will continue unabated and without monetary restrictions until a cure is found.

Approximately 10 million Americans are carriers of the defective gene, which causes cystic fibrosis. This disease takes more lives of children and young adults than all other genetic diseases combined. However, the life expectancy of a person with cystic fibrosis has increased dramatically over the last few decades: from pre-school age just 30 years ago to a current average age in the thirties. The most debilitating consequence of the disease occurs in the lungs where abnormally thick, sticky mucus clogs the airways, leading to a fatal lung infection. Because CF dollars target CF research, we are proud to say that **90% of all funds collected go directly to research and care centers.**

If you have any questions, please do not hesitate to contact us at (214) 871-2222.

Sincerely,

A handwritten signature in cursive script that reads 'Brooke Ballard'.

Brooke Ballard

Director of Special Events
bballard@cff.org

Northeast Texas Chapter

2929 Carlisle, Suite 230 Dallas, Texas 75204-1058
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